



## **Downtown Center Business Improvement District**

### **BOARD OF DIRECTORS MEETING**

August 13, 2014

#### **Board of Directors**

Eric Bender, Jim Bonham, Marty Caverly, Robert Cushman, Sauli Danpour, Clare De Briere, Kathy Faulk, Simon Ha, Peklar Pilavjian, Carol Schatz, Patrick Spillane, Cindy Troesh, Cari Wolk, Adele Yellin

#### **Absent**

Barbara Bundy, Richard Costanzo, David Damus, Robert Hanasab, Steve Hathaway, Daniel Swartz, KC Yasmer, Peter Zen

#### **Staff**

Hal Bastian, Jeff Chodorow, Suzanne Holley, Lauren Mitchell, Lena Mulhall, Jessica Whaley

#### **Guests**

Michael Czarcinski (as proxy for Peter Zen); John Day (as proxy for David Damus); Matt Nolan (as proxy for Adele Yellin)

#### **CALL TO ORDER**

Faulk called the meeting to order at 8:11 a.m. with a quorum.

#### **PRESIDENT'S REPORT**

Carol Reported:

A Creative/Tech/Office Recruitment committee has been established. This committee is implementing a Beta tour in an effort to bring office tenants to Downtown- both regular and creative tech. The tour is scheduled right after Board meeting.

Carol announced that Hal Bastian will be leaving DCBID on September 30<sup>th</sup>. Carol thanked Hal for his many years of service and wished him much success with his new venture.

Carol asked the Board if they have any candidates they would like to refer for Hal's position to please let her know.

DCBID Legislation Update: AB 2618- The DCBID has been leading an effort on behalf of a coalition of BIDs statewide to get legislation through that will deal with the issue that many BIDs are facing over the issue of what is a general benefit vs. special benefit because of Proposition 218. It has passed through legislature and is now at the Governor's desk. Carol will remind the Governor he approved BIDs in Oakland.

On the CCA side: CCA's Biennial Chiefs of Staff reception on July 29<sup>th</sup> was a huge success. Carol received many positive comments from the attendees, especially on the location. The event took place on the EVOQ rooftop located at Alameda Square. Carol thanked Marty for hosting this great event.

CCA's Transportation, Infrastructure & Energy committee meeting will be held on September 11<sup>th</sup> to discuss 7<sup>th</sup> Street bike lanes. All Board members are invited to attend.

CCA's October General Membership Meeting will be discussing LA DWP and the Port of Los Angeles.

Regional Connector (2<sup>nd</sup> & Hope Street) Update: CCA was instrumental in convincing Metro to shift from its original proposal of a basic one-story structure that placed passengers in the center of a triangular intersection at the 2nd and Hope Street station. The Metro Board has agreed to move forward with the proposed two-story option. Carol thanked Faulk for her efforts in getting this approved.

Hotel Living Wage Ordinance Update: CCA led a special effort to stop the Council vote from taking place. Due to procedural irregularities, Council delayed voting until after the July recess. The ordinance looks to be delayed for several more months as the City is now abiding by the requirements in LAX-area hotel living wage ordinance that independent economists be chosen by the advocates and opponents of this wage increase and that those economists provide new, thorough studies on the wage impacts.

CCA has been opposing this effort and will continue to do so, especially if it moves forward while the citywide minimum wage is still in discussion.

#### **APPROVAL OF MINUTES**

A motion was raised by Danpour to approve the June 4, 2014 minutes as presented, Day seconded and motion was approved.

A motion was raised by Danpour to approve the July 9, 2014 minutes as presented, Pilavjian seconded and motion was approved.

#### **REVISED BYLAWS**

Carol Schatz reviewed the revised bylaws with the Board. A few changes to the bylaws were requested and will be reviewed at next Board meeting:

- 5.1 – limit the debt that could be incurred
- 5.3 – define "Authorized Number of Directors"
- 7.2, 7.3 and 7.4 – to provide that the corporation rather than the Board select meetings dates
- 7.7 – to base the quorum on the currently serving number of Directors
- 7.7 - confirm whether or not Directors could vote electronically
- 7.7 - determine if two (2) persons can alternately represent and vote on behalf of one property owner
- 14.2– remove "or known" in two places

Suzanne Reported:

The service center relocation is in its final stage. We are diligently working on signing a lease with the LA Athletic Club. The relocation will entail minimal tenant improvements and all within budget. We should have finalized by next Board meeting.

2<sup>nd</sup> Street Closure- 4 week full closure that was scheduled to begin the 1<sup>st</sup> week of August has been moved to August 23<sup>rd</sup>.

Broadway Streetscapes Update: At the last meeting, the Board approved the DCBID to maintain the Broadway streetscapes. We recently met with LADOT regarding decomposed granite that was installed on Broadway. It's an issue they have been working on with their vendor. The LADOT has agreed to assume maintenance for the first year until they get this issue resolved. In its current condition, DCBID is unable to clean/maintain the granite.

**PROPERTYOWNEROR PUBLIC COMMENT:** None

Mitchell Reported:

#### **Marketing Campaigns**

In late May, our summer campaign called "Summer in the City: An Insider's Guide to Downtown LA's Concerts, Outdoor Films, and Events" launched. It will be live through Labor Day. The campaign is supported by radio spots, print ads, flyers, email blasts, and banners. Please view the campaign at [DowntownLA.com/Summer](http://DowntownLA.com/Summer). The campaign is performing better than last year's campaign.

	2014	%	2013
Pageviews	20,867	42.17%	14,678
Unique Pageviews	16,387	37.66%	11,904
Average time on page	1:32	-3.16%	1:35
Bounce Rate	49.32	4.54%	47.18

#### **Website**

We have been posting new businesses, upcoming events, and promotions on our website. We continue to work on the new website, and are finalizing the navigation and new database.

#### **Downtown Guides Program**

The Downtown Guides were active in their outreach to businesses, residents, and visitors in the Downtown Center. The rotating schedule for the kiosk targets the most popular intersections in Downtown for pedestrians. The Welcome Map and Bags continue to be in high demand.

#### **eNewsletter**

The DCBID's monthly e-newsletter was sent to over 35,000 current subscribers. It highlighted new business openings, Downtown events, and special offers to our subscribers.

#### **Property Owner Quarterly Newsletter**

Planning for the Q3 Newsletter is underway, and will arrive to Property Owners in early October.

#### **Events**

Dog Day Afternoon at the Cathedral was a success! We had 1,000 dogs and 1,600 residents attend - 100 more residents than last year. The marketing campaign included email blasts, hand-to-hand outreach, flyers and posters in local businesses, and PR outreach.

The Marketing Roundtable continues to be a popular meeting. Over 80 businesses attended. Speakers included The American Heart Association and 50 Reasons to Shop DTLA.

#### **ECONOMIC DEVELOPMENT**

Bastian Reported:

### **Creative/Tech/ Office Recruitment Committee**

We met with Delta Wright of Curated, and a member of the Creative/Tech/Office (CTO) Recruitment Committee, to discuss the design campaign for the program. Delta will design, pro bono, a mock up of the program collateral, including broker tour invitations. We also started developing the broker toolkit, which will be comprised of a curated selection of Downtown Inventory that we have compiled in-house and with the help of the Committee. A “beta” broker tour is planned for August 13<sup>th</sup>, which will include stops at Gensler, The Reef, and The Bloc. The timeline sets a program launch date for November 2014.

### **Creative/Tech Outreach**

We have ongoing conversations and meetings with creative tech entrepreneurs and members of the LA Tech Task Force to discuss Downtown’s challenges and opportunities as a viable option for recruitment of tech/creative business. We remain informed on tech events in and around Downtown, and discuss possible collaborations for these events and for our CTO recruitment Program.

### **Broker Outreach**

We have assembled a complete broker list for Southern California.

### **Retail Recruitment**

We toured different retailers that are interested in locating in our District. We discussed the idea of a holiday pop-up along Broadway.

### **Residential Market**

- We provided tours to developers and investors that are interested in new construction residential projects for Downtown.

### **Hotel Market**

We toured the Case Hotel.

### **EVENTS**

#### **8<sup>th</sup> Annual Dog Day Afternoon**

July 9<sup>th</sup> we hosted a successful Dog Day afternoon which had over 1000 dogs and 1600 people.

### **TOURS**

#### **Housing Tours**

We hosted a successful, standing room only, housing tour with almost 60 people in attendance.

**OLD BUSINESS: None**

**NEW BUSINESS: None**

**ADJOURNMENT:** The next meeting is scheduled for September 10, 2014. The meeting was adjourned.